

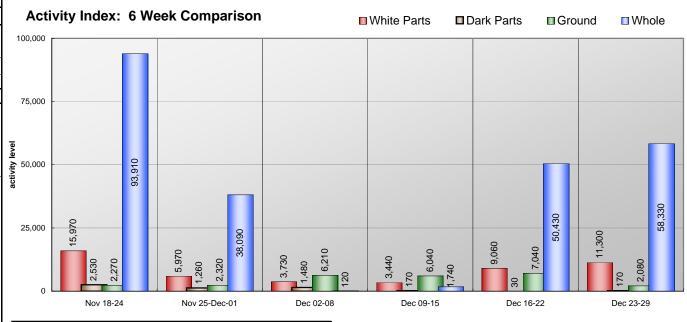
USDA Weekly Retail Turkey Feature Activity

Fri. Dec 23, 2005

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.

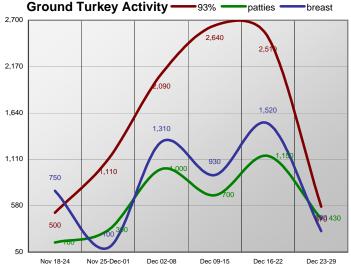
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

THIS WEEK	NATIONAL SUMMARY										
Feature Rate 1/ 89.7% of 16,700 outlets 89.1% of 16,700 outlets Special Rate 4/ 3.5% 10.0% Activity Index 2/ 71,880 66,560 3/ Stores Wtd Avg Stores Wtd Avg WHOLE BIRDS: 15,870 1.16 11,510 1.20 " - Toms 15,870 1.16 11,430 1.20 Frozen - Hens 13,350 0.92 13,730 0.91 Frozen - Hens 13,240 0.92 13,760 0.91 PARTS: Breast: Bone-in, whole 2.270 2.25 Frozen 5,510 1.35 4,310 1.44 Hotel Style Fresh 60 2.07 Rotisserie 1,950 6.64 1,170 5.62 Boneless, whole 20 3.69 160 3.76 Cutlets 450 3.92 3.99 3.99 Tenders 390 3.99 3.99 3.99 Drumsticks Thighs 30	NATI	1									
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GROUND TURKEY: 2,080 2.56 7,040 2.70 Patties 430 2.46 1,150 2.51 Sausage 510 2.57 1,160 2.52 85% lean 280 1.58 700 1.68 93% lean 570 2.40 2,510 2.39	•										
Patties 430 2.46 1,150 2.51 Sausage 510 2.57 1,160 2.52 85% lean 280 1.58 700 1.68 93% lean 570 2.40 2,510 2.39		2,080	2.56	7,040	2.70						
85% lean 280 1.58 700 1.68 93% lean 570 2.40 2,510 2.39	Patties				2.51						
93% lean 570 2.40 2,510 2.39	Sausage	510	2.57	1,160	2.52						
7	85% lean	280	1.58	700	1.68						
Breast 290 3.93 1,520 3.98	93% lean	570	2.40	2,510	2.39						
	Breast	290	3.93	1,520	3.98						



Featuring of whole body turkeys for the holidays is up considerably from last week as fresh bird promotions hit supermarkets in time for last minute business. Average feature price levels for fresh birds is lower than last week while frozen held about steady. The Northeastern market saw both the highest advertised price at \$1.69 per pound and the lowest at\$ 0.49 per pound. Compared to Thanksgiving, fresh bird price levels are about steady with frozen about 20 cents per pound higher. Whole breasts are featured actively this week but on lower average feature price levels. Rotisserie breast features are up from last week on volume and price. Featuring of ground turkey items is negligible.

Turkey Featuring - 12/23 thru 12/29



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300)3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 23, 2005

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ,			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
NY,PA,RI,SC,VA,VT,WV)									
Feature Rate 1/	94.6% of 8,2	00 sampled outlet	ts	82.5% of 4,900 sampled outlets			88.3% of 3,600 sampled outlets		
Special Rate 2/	5.1% of stores w/ no-price promotions			3.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index 3/	Activity Index = 39,420			Activity Index = 19,710			Activity Index = 12,750		
	Price Range	Summary		Price Range	Summary		Price Range	Summary	
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores \	Vtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	0.88 - 1.69	8,190	1.18	0.89 - 1.49	4,290	1.21	0.79 - 1.49	3,390	1.07
" - Toms	0.88 - 1.69	8,240	1.17	0.89 - 1.49	4,240	1.21	0.79 - 1.49	3,390	1.07
Frozen - Hens	0.49 - 1.29	7,710	0.92	0.59 - 1.29	3,700	0.88	0.79 - 1.39	1,940	1.01
" - Toms	0.49 - 1.29	7,600	0.92	0.59 - 1.29	3,700	0.88	0.79 - 1.39	1,940	1.01
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.99	2,680	2.17	1.69 - 2.49	860	2.23	1.49 - 2.79	280	1.68
Frozen	0.87 - 2.28	3,350	1.31	0.87 - 1.79	1,640	1.42	1.39 - 1.69	520	1.41
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 8.99	740	5.27	4.99 - 8.99	780	7.17	5.98 - 8.99	430	8.05
Boneless, whole	3.69	20	3.69						
Cutlets									
Strips									
Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings	1.49 - 1.59	170	1.58						
Smoked Necks									
GROUND TURKEY:									
Patties	2.69	30	2.69	1.99 - 2.50	240	2.47	2.40	160	2.40
Sausage	2.30 - 2.99	290	2.62	2.50	220	2.50			
85% lean	1.49 - 1.88	280	1.58			l			
93% lean	2.30 - 2.49	90	2.43				2.40	480	2.40
Breast	3.99	30	3.99	3.29 - 3.99	40	3.58	3.99	220	3.99

Note: See page 1 for explanatory notes.